

**TIME OUT
FOR TICKET
TALK!**



The following is a memo that Dan Krendel sent to the theatres in his district.

OFFBEAT IDEA PAYS OFF

Murray Summerville of the Algoma in the Soo had an idea ... sounded kind of crazy, but we went along with him to see what would happen. The result ... nearly \$400.00 at the boxoffice, and \$160.00 in confection sales.

The idea? quite simple ... Murray ran a HORROR NITE midnight show ... not on a Sunday night, but on a Friday. He felt that a Friday midnight would attract the teenagers who didn't have to go in to work or to school on the following morning. In addition to the horror program he offered them dancing in the aisles from 11:30 to 12:30, with spot prizes every ten minutes. The local radio station held a stage broadcast, playing dance tunes requested by the customers. The station publicized this event over the air well in advance ... and it sure sold plenty of tickets.

His screen program consisted of three oldies ... SON OF FRANKENSTEIN, SON OF DRACULA and SON OF DR. JEKYLL. It may sound somewhat screwy ... but the results speak for themselves. We bought the film cheap, Murray did a lot of legwork, and we wound up with a very handsome profit on the deal.

For your information, our regular pre-holiday midnite shows have never produced this kind of a gross, so obviously there is a lot of merit in what Murray was able to accomplish.

If we can do it in the Soo there is no reason in the world why this idea can't click in your own particular situation. Think about it ... and don't let the idea die aborning. The expense is small ... the potential results big. How about it?

Here's a profitable idea from Olga Frenette of the Orpheum Theatre, Sault Ste. Marie for those theatres that have "PSYCHO" booked.

"I had borrowed two supermarket carriages which my two attractive usherettes used up and down the line-ups. I realized, because of our very small lobby, we would miss out on a great deal of confections business. These two girls sold a great amount of confections including cokes. From one coke head we sold \$320.00 worth of cokes in one week. Comments on my two signs on the carriages were excellent. This was the copy:

SWEETS FOR PSYCHO-TICS

Psycho-Pups .20¢ (Crazy Hot Dogs)
Psycho-Bars .10¢, Psychokes .20¢
Spine-Chilling Ice Cream .10¢ - .15¢
Hitchcock Nuts .10¢ - .25¢
Strangler Popcorn .25¢
Thriller-Diller Licorice and Psycho-Sicles
(Cracked Ice) .10¢"

HORROR NITE!

★
3 Original "Horror"
Film Classics!

Pre-Show Dancing in
the aisles
11.30 p.m. to 12.30 a.m.

★
All Seats 75c—incl. tax

FRIDAY

CKCY RADIO WILL BROADCAST "TEENAGE REQUESTS"
DIRECT FROM THEATRE STAGE - - 11.30 p.m. to 12.30 a.m.

On Our Screen!

Spot Dance Prizes
Every 10 Minutes
During CKCY
Dance Session!

Basil Rathbone
Bela Lugosi in

Lon Chaney in

Louis
Heyward in

"Son of Frankenstein"
"Son of Dracula"
"Son of Dr. Jeckyll"

Box Office
Opens 11.00 p.m.

Candy Bar Open Until 2.00 a.m.
For Your Convenience!
Hot Dogs - Pop Corn
Candy - Ice Cream

Screen Show
Starts At
12.30 a.m.

No One Under 16
Will Be Admitted



Dancing:
11.30 - 12.30